Attorney Docket No. 680295-1US Express Mail Label No.: EV343988491US

<u>DECLARATION AND POWER OF ATTORNEY</u>. (ORIGINAL APPLICATION)

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled

"COMBINATION RETAIL DISPLAY CARD AND DISPLAY EASEL" the specification of which is attached hereto and is being filed herewith.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to herein.

I acknowledge the duty to disclose information which is material to patentability in accordance with Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d), of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

FOREIGN PRIORITY APPLICATION(S)

None			Priority Claimed [] Yes [] No
(Number)	(Country)	(Day/month/year filed)	
/			[] Yes [] No
(Number)	(Country)	(Day/month/year filed)	

I hereby claim the benefit under Title 35, United States Code §119(e) of any United States provisional patent application(s) listed below and have also identified below any United States provisional patent application(s) having a filing date before that of the application on which priority is claimed:

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PROVISIONAL PRIORITY PATENT APPLICATION(S)

None		Priority Claimed
(Application No.)	(Filing Date)	[] Yes [] No
		[] Yes [] No
(Application No.)	(Filing Date)	
And I hereby a	appoint the registered attorneys and agents associated	with AKIN GUMP
STRAUSS HAUER	& FELD LLP, Customer No. 000570, as my attorne	ys or agents with full
power of substitution	and revocation, to prosecute this application and to tra	ansact all business in
the Patent and Traden	nark Office connected therewith.	
Address all co	rrespondence to Customer No. 000570, namely, AKI	N GUMP
STRAUSS HAUER	& FELD LLP, One Commerce Square, 2005 Market	Street, Suite 2200,
Philadelphia, Pennsyl	vania 19103-7013. Please direct all communications	and telephone calls to
Clark A. Jablon, Esqu	ire at 215-965-1293.	
I hereby declar	re that all statements made herein of my own knowled	ge are true and that
	n information and belief are believed to be true; and for	_
	with the knowledge that willful false statements and	
punishable by fine or	imprisonment, or both, under Section 1001 of Title 18	of the United States
Code and that such wi	llful false statements may jeopardize the validity of the	ne application or any
patent issuing thereon		
Full name of first or sole inventor	BENJAMIN FEIN	-
Inventor's Signature	13 Z	
Date	2/29/04	
Residence	Wayne, Pennsylvania	
Citizenship	USA	
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